

# **Confidential**

HDT Ref:

King & Wood Ref: EIE042501US

What Is Claimed Is:

1. A method of downloading Internet advertisement, comprising steps of:

5       downloading an Internet advertisement in a manner substantially unnoticeable to a user who browses a web page; after said Internet advertisement is completely downloaded, playing said Internet advertisement to said user.

10      2. The method according to claim 1, further comprising steps of:

      opening a separate window independent of said web page, said Internet advertisement being downloaded in said separate window;

15      causing said separate window emerge from behind all windows in front of it after said Internet advertisement is completely downloaded; and

      playing said Internet advertisement in said separate window.

20      3. The method according to claim 2, wherein said separate window is selected from a group consisting of a dialog box, a popup window, a banner, a floating window, and an inline frame.

25      4. The method according to claim 1, wherein said step of downloading an Internet advertisement comprises steps of:

      downloading a first part of said Internet advertisement into a browser cache;

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calculating downloading bandwidth;

identifying current connection which is either a wide band connection or a narrow band connection;

5 downloading a following part of said Internet advertisement in a way appropriate to said current connection.

5. The method according to claim 4, wherein said steps of calculating downloading bandwidth, identifying current connection, and downloading a following part of said 10 Internet advertisement are repeated until said Internet advertisement is completely downloaded.

6. The method according to claim 5, further comprising steps of:

opening a separate window independent of said web page 15 after said Internet advertisement is completely downloaded; and

playing said Internet advertisement in said separate window.

7. The method according to claim 6, wherein said 20 separate window is selected from a group consisting of a dialog box, a popup window, a banner, a floating window, and an inline frame.

8. The method according to claim 5, wherein said step of identifying current connection comprises steps of:

25 if said downloading bandwidth is greater than a wide band threshold, identifying said current connection as a wide band connection; and

if said downloading bandwidth is less than a narrow

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band threshold, identifying said current connection as a narrow band connection.

9. The method according to claim 5, wherein said step of downloading a following part of said Internet advertisement comprises steps of:

downloading said Internet advertisement for a second predetermined period if said current connection is identified as a wide band connection; and

10. Downloading a predetermined number of bytes of said Internet advertisement if said current connection is identified as a narrow band connection.

10. The method according to claim 9, wherein said step of downloading a predetermined number of bytes of said Internet advertisement is suspended for a first predetermined period if said downloading bandwidth is less than an idle threshold.

11. The method according to claim 5, wherein said steps of downloading a first part of said Internet advertisement, calculating downloading bandwidth, identifying current connection, and downloading a following part of said Internet advertisement are implemented in a Java applet embedded in said web page.

12. An apparatus for downloading Internet advertisement, comprising:

25 means for downloading an Internet advertisement in a manner substantially unnoticeable to a user who browses a web page;

a player for playing said Internet advertisement to

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said user after said Internet advertisement is completely downloaded.

13. The apparatus according to claim 12, further comprising: means for opening a separate window independent 5 of said web page, wherein said Internet advertisement is to be downloaded in said separate window;

wherein said separate window emerges from behind all windows in front of it after said Internet advertisement is completely downloaded, and said player plays said 10 Internet advertisement in said separate window.

14. The apparatus according to claim 13, wherein said separate window is selected from a group consisting of a dialog box, a popup window, a banner, a floating window, and an inline frame.

15. The apparatus according to claim 12, wherein said means for downloading an Internet advertisement comprises:

means for downloading a first part of said Internet advertisement into a browser cache;

means for calculating downloading bandwidth;

20 means for identifying current connection which is either a wide band connection or a narrow band connection;

means for downloading a following part of said Internet advertisement in a way appropriate for said current connection.

25 16. The apparatus according to claim 15, further comprising: means for opening a separate window independent of said web page after said Internet advertisement is completely downloaded, wherein said player plays said

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Internet advertisement in said separate window after said Internet advertisement is completely downloaded.

17. The apparatus according to claim 16, wherein said separate window is selected from a group consisting of a 5 dialog box, a popup window, a banner, a floating window, and an inline frame.

18. The apparatus according to claim 15, wherein said means for identifying current connection identifies said current connection as a wide band connection if said 10 downloading bandwidth is greater than a wide band threshold, and identifies said current connection as a narrow band connection if said downloading bandwidth is less than a narrow band threshold.

19. The apparatus according to claim 15, wherein said 15 means for downloading a following part of said Internet advertisement downloads said Internet advertisement for a second predetermined period if said current connection is identified as a wide band connection, downloads a predetermined number of bytes of said Internet 20 advertisement if said current connection is identified as a narrow band connection, suspends for a first predetermined period if said downloading bandwidth is less than an idle threshold for a narrow band connection.

20. The apparatus according to claim 15, wherein said 25 means for downloading a first part of said Internet advertisement, calculating downloading bandwidth, identifying current connection, and downloading a following part of said Internet advertisement are implemented as a

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Java applet embedded in said web page.